



MODU designs 15,000 s/f self-cooling retail and office building

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Brooklyn, NY MODU - a New York-based multidisciplinary firm whose work lies at the intersection of design, ecology and data - designed a new 15,000 s/f retail and office building using a series of innovative cooling techniques including self-cooling walls to mitigate the effects of hot climates.

After designing and testing various patterns on concrete in their studio, MODU found one that would reduce the surface temperature by up to 18 degrees. This, combined with other elements such as white paint, vertical fins, climbing plants, pergolas, and canopies, all work together to cool the air outside of the building, improving outdoor comfort for tenants while also helping to reduce energy use of the interiors.

MODU co-founders Phu Hoang and Rachely Rotem headed this project and continue to speak on how buildings can and should adapt to weather and climate.

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